MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LST2017 STRATEGIC THINKING & PLANNING

(All sections)

23 OCTOBER 2019
9.00am – 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** printed page ONLY.
2. Answer **ALL** questions in Section A and **THREE** question from Section B.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [20 MARKS]
Instructions: Answer **ALL** questions

1. Briefly explain the following: -
   a. Strategy (4 marks)
   b. Tactics (4 marks)
   c. Game Theory (4 marks)
   d. Cooperative Game Theory (4 marks)
   e. Competitive Game Theory (4 marks)

SECTION B: STRUCTURED QUESTIONS [30 MARKS]
Instructions: Answer **THREE** (3) questions ONLY

1. A SWOT Analysis offers insightful perspectives in strategic planning. Explain **FIVE** (5) uses of a SWOT Analysis. (10 marks)

2. Explain the **FIVE** (5) steps of risk assessment. (10 marks)

3. There are always inhibitions when implementing strategic planning for an organization. Explain **FIVE** (5) common barriers that inhibit successful planning. (10 marks)

4. a. Define stratified systems theory (1 mark)
   b. Identify and Explain the **THREE** (3) main organizational domains of stratified systems thinking (9 marks)

End of Paper